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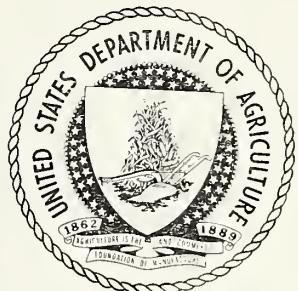
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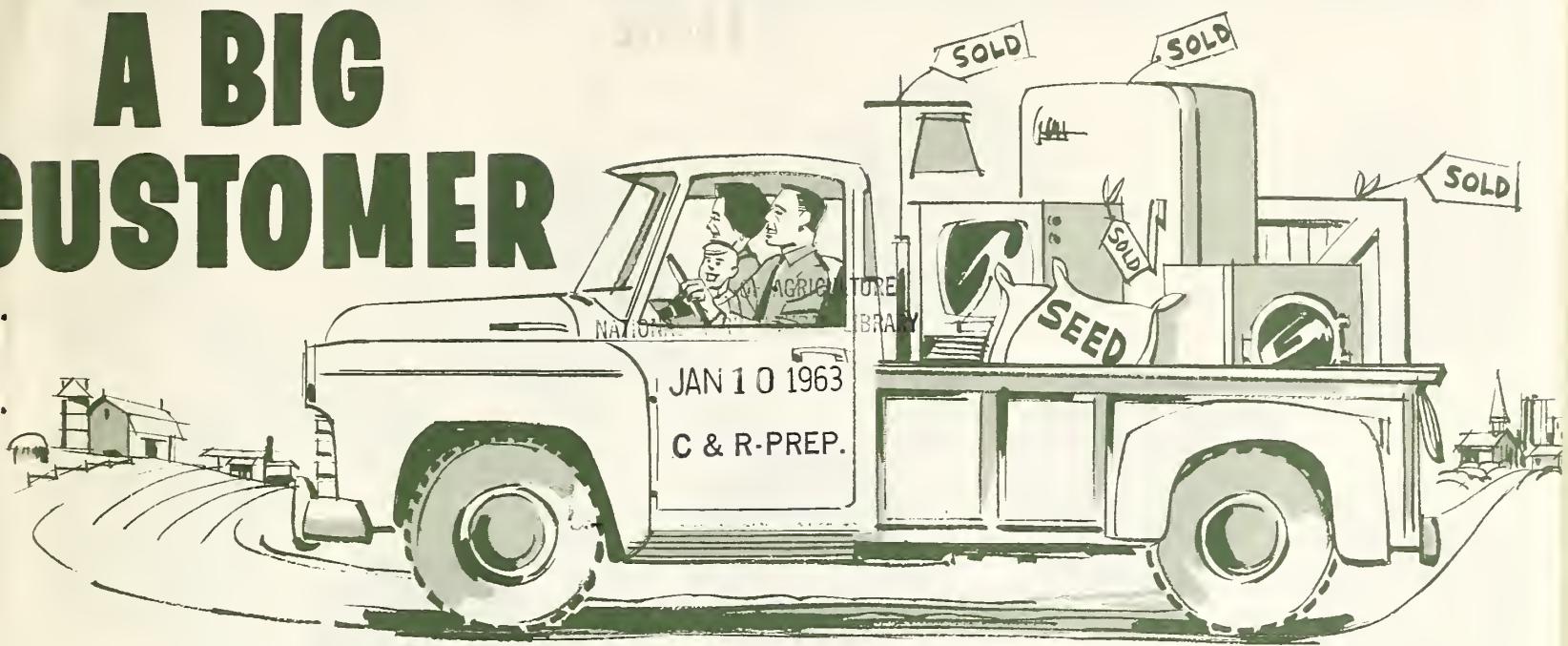
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A BIG CUSTOMER



\$42,000,000,000!

Looks like a lot of money? That many billion *is* a lot of money. But that's how much U.S. farmers spent last year to buy goods and services from the rest of us and from other farmers.

They're certainly some of the best customers American business has. They spent around \$27 billion to buy all the different things it took to produce 1961's bumper crops—great quantities of items like tractors and fertilizer and seed and bank interest and visits from the vet.

And the farmer and his wife spent another \$15 billion for the same vast variety of things that city people buy—like TV sets, toothpaste, appendectomies, college for the kids, houses, trips to Yellowstone Park.

All of us, whether we work in a steel mill or teach school or sell groceries for a living, have a big stake in farm prosperity.

BUYING IN BIG AMOUNTS

The American farmer buys a lot of just about everything, affecting most of our incomes in one way or another. But some goods get used up in really big amounts in the farming process—and farmers have to keep on buying them.

Farm people—8 percent of the population—buy . . .

- 13 percent of the petroleum produced in the United States—more than any other single industry.
- 8 percent of the rubber—enough to have put tires on all the automobiles manufactured in this country last year.
- Twice as much steel as the railroad industry—about 5 million tons.
- More electricity than was used by the cities of Washington, D.C.; Baltimore; Chicago; Boston; Detroit; and Houston combined.

They buy more trucks and tractors than any other industry. And if you can picture a heap of 50 million tons of chemicals—that's how much agriculture uses every year. Farmers spread \$1½ billion worth of fertilizer and lime on their fields annually.

IN TERMS OF PEOPLE . . .

Statistics can be dull. The exciting story is in what all this big farm buying power means to *people*. Here "farm" interests and "city" interests can't be separated.

Millions of "city" jobs depend on farming. Some 6 million people are involved in providing the goods and services that farmers buy. Another 10 million work at transporting, processing, storing, and selling farm products. Their paychecks help expand American buying power all along the line.

It's estimated that 4 out of 10 jobs in private employment are related to agriculture . . . they depend on the farmer's continuing to be a "big customer."

Only 8 percent of Americans (about 15 million) actually live on farms today. But when you add them together with all their business partners in our economy—merchants, bankers, truckers, processors, wholesalers—the "agricultural" population is far closer to 40 than 8 percent of the nation.

Forty percent of our population is a lot of customers. Whatever affects their pocketbooks shows up on the order books of every business.

STEADY BUYING POWER

Farmers and their "partners" in agriculture will go right on being good customers.

Economists expect farm income to continue in 1962 at the same increased levels of last year. Here's promise of a continued steady market for goods and services—plus leeway for spending for capital investments in new farm buildings or more land for bigger operations.

Across the nation, it would be hard to find a more important customer than American agriculture.

When the FARM family spends \$42 BILLION a year...



OUR WHOLE ECONOMY PROSPERS

\$27 BILLION

for the items it takes
to produce crops

\$15 BILLION

for the same things
city people buy





